



The Research Institute of Public Opinion

Nur-Sultan, Kazakhstan

2019 MEDIA CONSUMPTION AND MEDIA AND INFORMATION LITERACY SURVEY

**IN THE COUNTRIES OF CENTRAL ASIA
(KAZAKHSTAN, TAJIKISTAN,
UZBEKISTAN)**

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Methodology



The purpose of study: To identify the structure of the media environment in these countries, the preferences and expectations of the audience, and the audience's self-assessment of its media literacy.



Research Objectives:

- ✓ Identification of the structure of the media environment, expectations and preferences of the audience.
- ✓ Determination of the popular sources of information (TV, radio, print media, online media, and social networks) and the level of trust in them.
- ✓ Identification of preferences for various types of media and preferences for various means for accessing media content (TV, radio, computer, mobile phones, smartphones, and tablets).
- ✓ Determining the state of media and the digital literacy of the audience.

The methodology and work plan for the sociological research were prepared jointly with Internews.

Quantitative survey (population survey)

The subject of this study are individuals who are citizens of Kazakhstan, Tajikistan, and Uzbekistan ranging from 14 to 65 years old and that permanently reside in the country in question. The proportion of citizens aged 14 to 65 years as compared to the total population in each country is as follows: 66.5% in Kazakhstan, 62.4% in Tajikistan, and 70% in Uzbekistan.



Total study sample of 3000 respondents:

- Kazakhstan - 1000 respondents
- Tajikistan - 1000 respondents
- Uzbekistan - 1000 respondents



Dates of fieldwork:

- Kazakhstan – July 20 –August 15, 2019
- Tajikistan –August 1 –August 26, 2019
- Uzbekistan –July 18 – August 31, 2019

Survey format: In-person interview with the respondent

Respondent selection method: Quota

Number of questions in the questionnaire: 50, in addition to 11 socio-demographic questions. The questionnaires were prepared in Kazakh, Tajik, Uzbek, and Russian. A pre-test questionnaire was conducted in each country (20 interviews).

Geography of the survey:

Kazakhstan – 14 regions, the cities of Nur-Sultan, Almaty, Shymkent.

Tajikistan – 3 regions, Dushanbe and Republican Subordination Regions

Uzbekistan – 12 regions, Tashkent and Karakalpakstan.



Survey sample: The sample was developed based on national statistics for 2018. The sample is multistage and is stratified by region and by population center type (city/village). The sample size was 1,000 respondents in each country.

GENERAL AND SELECTIVE COMPOSITION – KAZAKHSTAN (1000 RESPONDENTS)*

Regions	General population	In % ratio	Selective composition		
	Population aged 14-65 years, total	Total, 14-65 years, %	Total 1000	City	Village
Republic of Kazakhstan	12084408	100%	1000	580	420
Akmola	509988	4%	40	17	23
Aktyubinsk	578214	5%	50	32	18
Almaty region	1305896	11%	110	25	85
Atyrau	397513	3%	30	14	16
WKO	441165	4%	40	20	20
Zhambyl	699597	6%	60	24	36
Karaganda	948779	8%	80	64	16
Kostanay	622653	5%	50	26	24
Kyzylorda	499120	4%	40	17	23
Mangistau	416382	3%	30	12	18
Turkestan	1197255	10%	100	19	81
Pavlodar	524409	4%	40	28	12
SKO	389149	3%	30	13	17
VKO	950002	8%	80	49	31
Nur Sultan	707443	6%	60	60	-
Almaty city	1289195	11%	110	110	-
Shymkent	607648	5%	50	50	-

* Sample calculated on the basis of the general population according to the data of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan for 2018.

GENERAL AND SELECTIVE COMPOSITION – TAJIKISTAN (1000 RESPONDENTS)*

Region	General population	In % ratio	Selective composition		
	Population aged 14-65 years, total	Total, 14-65 years, %	Total 1000	City	Village
Republic of Tajikistan	5571.9	100%	1000	276	724
Dushanbe	577.8	10.4	104	104	-

Regions of Republican Subordination	1279.3	23.0	230	31	199
Khatlon oblast	1924.5	34.5	345	63	282
Sogd oblast	1643.7	29.5	295	74	221
Gorno-Badakhshan Autonomous Oblast	147.0	2.6	26	4	22

** Sample calculated on the basis of the general population according to the data of the Agency for Statistics under the President of the Republic of Tajikistan for 2018.*

GENERAL AND SELECTIVE COMPOSITION – UZBEKISTAN (1000 RESPONDENTS)*

Regions	General population	In % ratio	Selective composition		
	Population aged 14-65 years, total	Total, 14-65 years, %	Total 1000	City	Village
Republic of Uzbekistan	23 378 244	100%	1 000	506	494
Republic of Karakalpakstan	1 317 964	6%	56	27	29
Andijan	2 155 252	9%	92	49	43
Bukhara	1 370 429	6%	59	22	37
Jizzakh	937 915	4%	40	19	21
Kashkadarya	2 230 023	10%	95	41	54
Navoi	700 107	3%	30	14	16
Namangan	1 932 585	8%	83	54	29
Samarkand	2 629 499	11%	113	43	70
Surkhandarya	1 778 998	8%	76	27	49
Syrdarya	592 249	3%	26	11	15
Tashkent	2 074 159	9%	89	44	45
Ferghana	2 615 273	11%	112	63	49
Khorezm	1 304 108	6%	55	18	37
Tashkent city	1 739 683	7%	74	74	-

** Sample calculated on the basis of the total population according to the Committee on Statistics of the Republic of Uzbekistan for 2018.*

Qualitative survey (expert survey)

Sample: 10 respondents in each country

Geography of the survey: Kazakhstan, Tajikistan, and Uzbekistan

Interview Method: In-depth interviews

The subject of this study are highly qualified specialists and experts in Kazakhstan, Tajikistan, and Uzbekistan in the media field.

Summary of Quantitative Research from the Three Countries

Main sources of information and media

Surveys showed that televisions remain the most common device in the countries surveyed and that they are available in almost all households: 94.4% of households in Kazakhstan, 97.6% in Uzbekistan, and 96.6% in Tajikistan have one. The study also confirmed that **mobile phones** have definitively entered the daily lives of the population of these three countries and are widespread (77.5% of respondents in Kazakhstan had mobile phones, with 52.6% possessing smartphones; in Uzbekistan, these figures were 86.6% and 38.8%, respectively, and 91.5% and 64.2% in Tajikistan). Half of all respondents in Kazakhstan and Tajikistan have computers and laptops in their households, as do a third of respondents in Uzbekistan. A significant percentage of households also have devices such as tablets, antennas, and video recorders.

The prevalence of personal and home libraries is lower. In Uzbekistan, one third of the respondents have one, while one fifth of respondents in Kazakhstan own one. Personal libraries are less common in households in Tajikistan: only 12.9% of respondents confirmed that they had one.

TV, mobile phones, and smartphones are the main tools for distributing and consuming information in Kazakhstan. If interest in television is more often characteristic of older age groups in **Kazakhstan** and the internet and social networks are more popular among the younger generation, then in **Uzbekistan and Tajikistan, television is popular as a source of information among all age groups.** More than a fifth of Kazakhstani respondents aged 14-18 and 19-29 do not watch television.

In general, in Kazakhstan, the internet as a source of information is more popular than in Uzbekistan and Tajikistan, with 52.8% getting their information primarily from websites in Kazakhstan as opposed to 25.5% and 34.9% in Uzbekistan and Tajikistan, respectively, and 45.5% getting information from social networks as opposed to 16% and 12.6% in the latter two countries.

In all three countries, by age bracket, the popularity of the internet decreases as the age of the respondents increases.

Internet penetration in Kazakhstan is quite high: 89.4% of respondents use the internet, and 69.9% access the web daily from any device, mainly via mobile phones.

In Uzbekistan and Tajikistan, internet penetration is significantly lower (with 57.7% and 62.5% using the internet, respectively). The level of active daily internet use in Uzbekistan and Tajikistan is also lower.

Access to the internet predominantly via mobile phones and smartphones is characteristic of respondents from all three countries.

The popularity of TV shows in Kazakhstan (90.7%), Uzbekistan (97.3%), and Tajikistan (90%) is very high. They are actively watched from all devices, including online. Half of those polled watch TV every day.

Surveys in these three countries have shown that of all sources of information, television remains the most popular and widespread. All other sources—including the internet, radio, and print media—lag behind it, although the popularity of the internet has a clear tendency to rise.

As for the **language of information and media content**, the study showed that the average Kazakhstani consumer of media and information is either bilingual or Russian-speaking. There are very few consumers of solely Kazakh-language media and information content: their proportion of respondents is less than 10%. In Uzbekistan and Tajikistan, the main languages for information consumption are Uzbek and Tajik, respectively. In these countries, the Russian language is more often used when surfing the internet.

As for trust in information sources, **a significant part of respondents in all three countries trust information from television most of all (KZ-45.9%, UZ-63.9%, TJ - 55.1%).** A much smaller percentage of respondents trust informational internet sites (KZ-17%, UZ-13.2%, TJ - 20.9%). In terms of age, trust is expressed as follows: older age groups express confidence in television, while the younger generation trusts information websites. At the same time, for half of the participants, the form of ownership of the media, whether private or state, **does not matter**. A third of respondents believe that it does matter.

Television

In all three countries, respondents watch TV mainly to obtain information about life in the country and to watch movies and TV shows. Next in popularity are various entertainment and sports programs. However, their performance lags behind the news and TV series.

In all three countries, viewers prefer to watch domestic TV channels. However, in Kazakhstan their percentage is lower, with 64.5% preferring domestic programming as compared to Uzbekistan's 92.7% and Tajikistan's 77.2%. In all three countries, the respondents are referring to Russian television channels when they talk about foreign television. The largest audience of foreign television channels is in Tajikistan, with 58.3% of respondents watching these channels, as compared to 39.9% in Kazakhstan and 25.3% in Uzbekistan.

Radio

The popularity of radio in Kazakhstan, Uzbekistan, Tajikistan is much lower than that of TV. People listen to the radio from various devices. In all three countries, radio is a source of information and media that is listened to outside of the home, mainly in cars. As a rule, listeners of the radio cannot clearly name any favorite or preferred radio station or broadcast. More often than not, the radio is a source of information that is on in the background. When interviewed, respondents in all countries were more likely to answer that they listened to music more often than news on the radio.

Newspapers and magazines

The highest proportion of newspaper and magazine readers are in Tajikistan (73.1%), and the popularity of print formats there (69.6%) is greater than the popularity of electronic formats (43.6%). In Uzbekistan, only just over half (56.4%) of the respondents read newspapers and magazines. The popularity of electronic formats is very low (11.1%). In Kazakhstan, the popularity of newspapers and magazines is at a similar level (54.7%). However, the popularity of electronic formats is higher (36%). The popularity of newspapers and magazines has an age-related dimension: older respondents prefer them. In newspapers and magazines, respondents in Uzbekistan and Tajikistan most often seek out news and word searches/crosswords. The Kazakh reader, in addition to these sections, seeks out analytical materials.

Internet

Of all three countries, the penetration and popularity of the internet is significantly higher in Kazakhstan. 89.4% of Kazakhstani respondents use the internet, while that figure is 57.7% in Uzbekistan and 61.8% in Tajikistan. Moreover, the vast majority of respondents in Kazakhstan (81.5%) most often go online via smartphones, while only 53.8% in Uzbekistan and 58.7% in Tajikistan do so. Surveys also showed that the activity of Kazakhstanis on the internet is much higher in all respects, including communication on social networks, posting materials, viewing entertainment content, downloading media content, reading news, using search engines, making financial transactions, shopping, and reading online books. The proportion of respondents receiving public services via the internet in all three countries are low. However, Kazakhstanis are the respondents that most often use public services via the internet.

Most of the internet users are not prepared to pay for legal content on the internet. The largest proportion of these kinds of users are in Tajikistan (80%), and the smallest proportion are in Kazakhstan (56.5%). In Uzbekistan, 61.7% of internet users are not prepared to pay for legal content.

If we consider the results of the survey in the context of age, we see that types of respondent activity on the internet depend on age: there are more users among the youth and middle-aged demographics.

Social networks

Surveys showed that the activity of Kazakhstanis on social networks is generally higher (68.8%) as compared with Uzbeks (40.7%) and Tajiks (49.7%). Also, Kazakhstanis are more likely to use instant messaging services and chat rooms (78.6%) than Uzbeks (46.6%) and Tajiks (55%).

WhatsApp is the most frequently used instant messenger in Kazakhstan: a majority of respondents from Kazakhstan use it (88.2%). Social networks like **Vkontakte** (50%) and **Instagram** (63%) are also popular with more than half of the participants.

The most popular messaging platform in Uzbekistan is **Telegram**, with 51.8% of respondents using the service. About a third of respondents use **IMO** (31.5%). Instagram is popular among 20.2% of respondents, and **Facebook** is popular among 11.8%.

The most popular social networks and messengers among the survey participants in Tajikistan are **Viber** (47.4%), **Facebook** (33.5%), **Instagram** (30.6%), and **WhatsApp** (29.5%).

Most respondents use social networks and messengers **to communicate and to read posts and information**. They are also used for viewing video content, dating, and shopping.

The study showed that the majority of respondents in all three countries were unable to assess the objectivity or bias of all the above sources of information and found it difficult to identify the sources they most trusted. This may demonstrate that the audience is not highly critical.

Media and information literacy

The methods outlined in the report by D.V. Maltseva, L.V. Shubina, and Yu.L. Voinilova were used to calculate the ML (media literacy) and MLSE (media literacy self-evaluation) index (The level of media literacy in population of the Russian Federation: the current state and prospects of change / XVII April International Scientific Conference on the problems of economic and social development // URL:

<http://www.zircon.ru/upload/iblock/ea5/maltseva-d-v-shubina-l-v-voinilov-yu-l-uroven-mediagramotnosti-naseleniya-rf-tekushchee-sostoyanie.pdf>).

Based on their answers to 12 target questions, all respondents were divided into three conditional groups in accordance with their assessed level of media literacy:

- 1) low level of media literacy (0–11 points);
- 2) moderate level of media literacy (12–23 points);
- 3) high level of media literacy (24–35 points).

The proportions of respondents characterized by each of the specified ML levels were calculated according to this scale. It is notable that respondents with a high level of media literacy made up the smallest group in all three countries: 5.7% in Kazakhstan, 2.5% in Uzbekistan, and 1.4% in Tajikistan. Almost two-thirds of respondents in Kazakhstan are characterized by a moderate level of proficiency in media skills (63.6%); in Tajikistan, such respondents make up slightly more than half (51.2%), and in Uzbekistan, slightly less than half (42.2%). The level of media skills of approximately one third (30.7%) of the Kazakhstan residents can be described as low. The proportion of such respondents is 47.4% in Tajikistan and 55.3% in Uzbekistan.

In the most general terms, the integral index can be presented as the average score for each country.

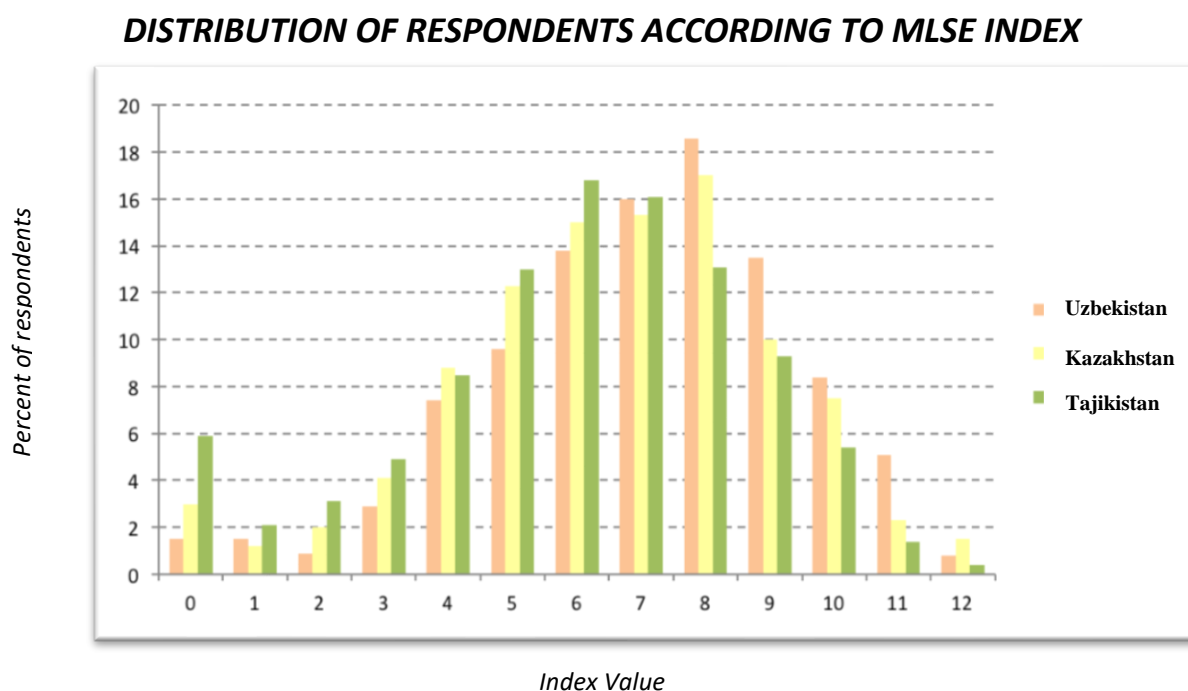
AVERAGE SCORES OF INTEGRAL MEDIA LITERACY INDEX

	Kazakhstan	Tajikistan	Uzbekistan	Maximum possible value
Average score (integral media literacy index)	14.6	11.9	11.3	35

Thus, among all the countries studied, only the average value of the integral index of Kazakhstan (14.6) indicates a medium level of media literacy, while the values for Tajikistan (11.9) and Uzbekistan (11.3) can be characterized as low.

Media Literacy Self-Evaluation for Kazakhstan, Uzbekistan, and Tajikistan

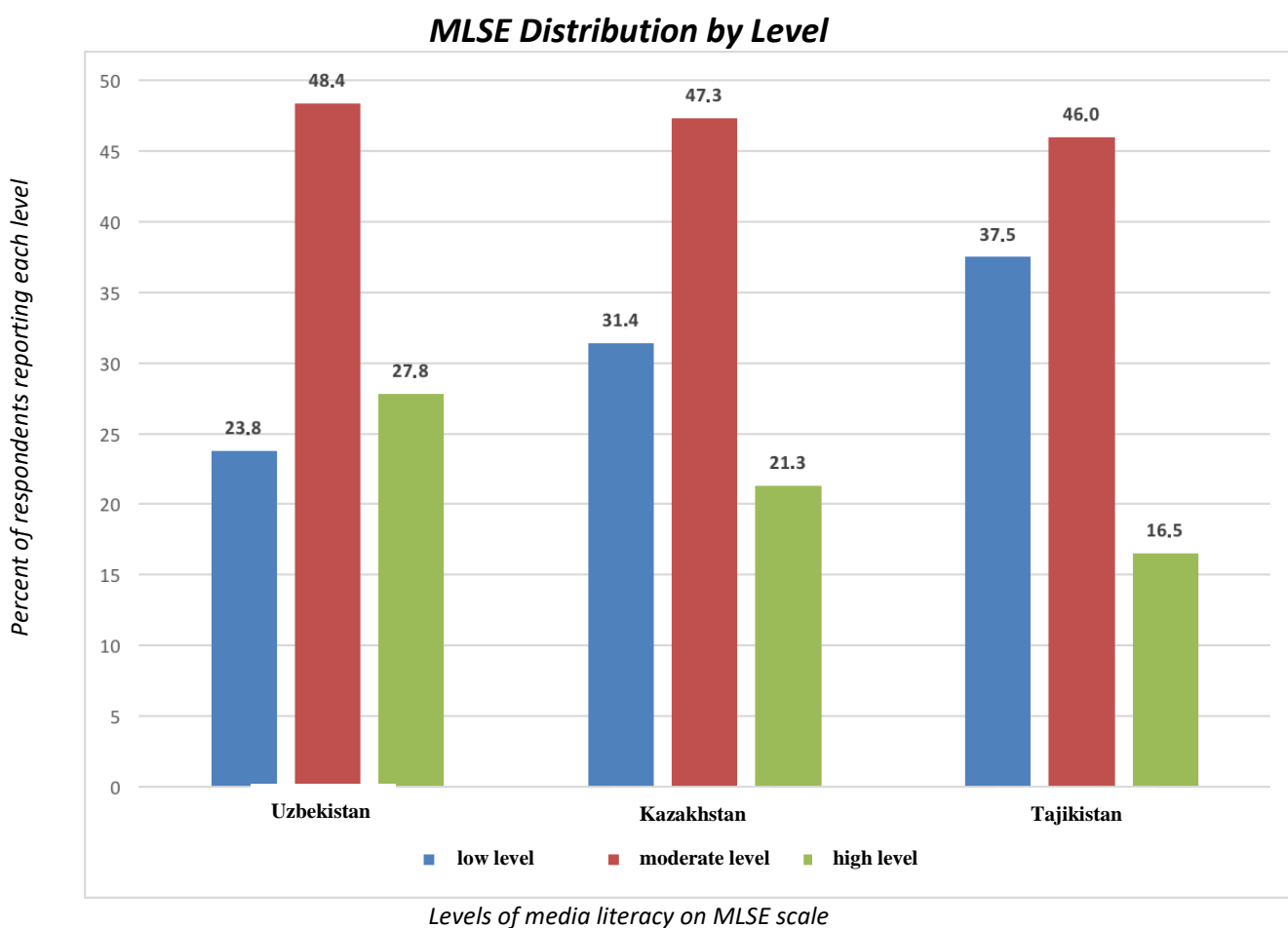
The distribution of the respondents in the countries studied according to the media literacy self-evaluation index (MLSE index) is presented below. On the whole, the typical distribution curve can be described as normal.



All respondents were divided into the following 3 groups in accordance with the results of the media literacy self-assessment index calculations, based on their answers to 12 target questions, pursuant to the distribution of the integral index values:

1. Low level of information processing skills (0-5 points).
2. Moderate level of information processing skills (6-8 points).
3. High level of information processing skills (9-12 points).

The proportion of respondents with a low, moderate, and high self-assessment of their information processing skills were then calculated. Consequently, the proportion of respondents whose individual MLSE level could be characterized as moderate is predominant within each country.



If the indicators are consolidated and the values of the indices are considered in the most general manner, then the average scores of the indices for Kazakhstan and Uzbekistan fall into the moderate skill level group, as is demonstrated below. The value of the index in Tajikistan can be considered borderline. As demonstrated above, the difference in the average level of information literacy can be attributed to the values of respondents' high and low level indices.

AVERAGE INFORMATION LITERACY SELF-EVALUATION INDICES

	Uzbekistan	Kazakhstan	Tajikistan
Average score (MLSE Index)	7.04	6.56	5.98

Links to Summaries

An interactive **summary of quantitative research** from all three countries is also available online in [Russian](#), [Kazakh](#), [Tajik](#), and [Uzbek](#) languages. Each reader must complete a short questionnaire about their media habits to identify his/her "media age" and receive access to a summary of the research findings in each country.



Main conclusions for Kazakhstan

Media consumption

Most respondents from Kazakhstan have televisions (94.4%) and a mobile phone (77.5%). Over half of the respondents have smartphones (52.6%) and computers and laptops (52.2%). About a third of those surveyed have satellite dishes (33%) and tablets (30%) at home. More than a quarter of respondents (28.6%) have modems at home. A fifth of the participants have a family or personal library of printed books in their household (20.7%).

The most popular sources of information for respondents about life in the country are TV (59.5%), websites (52.8%), social networks (45.5%), and communication with relatives, friends, acquaintances, and work colleagues (41.8%). 10.3% of respondents also named print media as a source of information. Only 5.6% of respondents named radio as a source of information about life in the country.

The vast majority of respondents regularly use phones and smartphones for calls (97.8%). Only 2% do not talk on their cell phone.

Also, 92.7% of participants actively watch TV shows on any device, including online, and 52.6% of them watch TV every day. What's more, 89.4% of participants access the internet (69.9% do so daily).

Most of the respondents (77.8%) use a computer, laptop, or tablet (42.5% do so every day). Taking photos from a device is popular among 78.6% of participants (33.2% do so daily). Also, 78.2% of Kazakhstani respondents record video (23.6% do so every day).

There are many more respondents who prefer to consume information solely in Russian than those who prefer to receive information in Kazakh. This applies to all types of information sources. A large sector of the survey participants like to watch TV (42.5%) and listen to the radio (32.9%) in both Kazakh and Russian, with an equal preference for both languages. 27.3% equally prefer to read Russian and Kazakh language content in newspapers and magazines. Russian primarily serves as the language of the internet. On average, about 40% of respondents indicated that they browse websites and use social networks exclusively in the Russian language.

The survey also revealed the importance of media ownership for respondents from Kazakhstan. For half of the participants, the ownership of the media, whether private or state-owned, does not matter (51.5%). A third of respondents (34.2%) believe that it does matter.

A significant portion of respondents (45.9%) trust information from television most of all. Information websites are trusted by 17% of respondents. 5.2% of the participants cited conversations with relatives, friends, acquaintances as the most trustworthy source of information. 2.6% trusted newspapers and magazines, while 0.7% trusted radio most. 15.5% of respondents do not trust any source of information.

Television

The majority of respondents (92.7%) watch TV shows from various devices, including online. Respondents mainly watch television programs on television (66.5%), but there are many people who watch them on their mobile phones: they make up one fifth of participants (20%).

Respondents most often watch satellite (37.5%), cable (22.2%), and broadcast (21.8%) television. 17.9% of respondents watch online television programming.

Television is first and foremost a source of domestic news in Kazakhstan (58.4%). 51.2% of respondents watch TV shows and feature films on TV. Less popular are religious programs (5.8%), educational programs (4.2%), and reality shows (3.2%).

Most respondents watch TV in order to “relax, rest, have a good time” (54.3%), as well as “to orient themselves on current events in [their] country” (50.5%).

Most of the respondents watch Kazakhstani TV channels (64.5%). The percentage of respondents who watch foreign channels is also significant (39.9%).

The most-watched Kazakhstani television channel is KTK: it is watched by 44.2% of respondents. According to the survey results, Khabar is in second place (28.5%). In total, respondents named 29 domestic television channels that they watched regularly.

Most of the respondents who replied that they watch foreign channels prefer Russian TV channels. These respondents most often watch Russian channels such as NTV (31.1%), Russia (22.1%), Channel One (16.5%), and TNT (15.3%).

According to about a quarter of respondents, the most objective media outlet is the KTK channel (26%). It was identified as such more often than others. 13.2% of respondents consider Khabar TV channel to be more objective. A total of 47 television channels were named by respondents in the survey.

More than half of the respondents found it difficult to answer (59%). The TV channel whose reporting respondents most often considered to be the least objective is Khabar TV channel (13.8%). 5.1% consider CPC to be such a channel.

Respondents' awareness about the transition to digital television, which is set to be completed in 2021, is as follows: 45.6% know about it, and 33.1% “have heard something” about it. One fifth (21.3%) do not know about it.

Radio

Respondents from Kazakhstan (66%) most often listen to the radio through the car radio. Listening to the radio via a separate radio device (19.8%) or telephone (22.2%) is much less common.

According to the respondents, the radio stations that are most frequently listened to are Autoradio (28.9%), Russian Radio (21.5%), and Retro FM (18.3%). Respondents named a total of 17 radio stations in this context.

The vast majority of radio audiences prefer to listen to music on the radio (90.4%), with over half (58.5%) listening to the news. Only 17.7% listen to entertainment radio programs. 5.6% pay attention to advertising.

Most of the respondents (69%) found it difficult to identify the radio station which they consider to be the most objective. Respondents named Autoradio more often than others (9.6%). Respondents cited 17 radio stations in this category.

The overwhelming majority of respondents (83.2%) likewise found it difficult to name the radio station that they feel reports on events the least objectively. 2.4% chose Russian Radio. Respondents named 17 radio stations in this category, as well.

Newspapers and magazines

More than half of the respondents read newspapers (58.6%), including “Kazakhstanskaya Pravda” (13.8%), “Caravan” (13.4%), and “Egemen Kazakhstan” (10.6%).

In newspapers and magazines, the majority of respondents (56%) seek out Kazakhstani news. Newspapers and magazines serve as a source of international news for 35.8% of respondents. 21.3% of respondents read analytical materials, and about a quarter of respondents buy newspapers and magazines for word searches and crosswords (17.4%). 26.3% found it difficult to answer this question.

Most of the respondents could not name the newspaper which they consider to be the most objective (66.8%). 5.8% of respondents consider Kazakhstani Truth to be objective. A total of 38 newspapers and magazines were named in this category.

81.1% of respondents could not name the newspaper which, in their opinion, covers events less objectively than others. 5.7% of respondents believe that the Caravan newspaper reports on events in the least objective manner.

Internet

The majority of Kazakhstani respondents use the Internet (89.4%). The role and place of the internet in people's lives is becoming more significant, and thus the mobility of the internet is also becoming very important: more than half (55.7%) of respondents have mobile Internet, and 29% have both mobile and fixed internet.

The vast majority of respondents (84.4%) pay up to 3,000 (\$7.8) tenge a month for mobile Internet. Most respondents (52.1%) pay 3,001 (\$7.8) to 5,000 (\$13) tenge a month for fixed internet.

For a general charge plan, which includes mobile, stationary internet, and television, a significant proportion of the respondents (59.1%) pay more than 5,000 tenge per month.

Most of the respondents consider the cost of stationary Internet to be excessive (54.5%). In assessing the cost of mobile and fixed internet, respondents do not have a clear position.

72.1% of respondents are not willing to pay for legal content on the internet.

Most of the respondents are prepared to pay for legal online access to movies and TV shows, just over a third are prepared to buy online music, a quarter are prepared to pay for access to online games, and a fifth are willing to pay to read online books.

39.2% of respondents are willing to pay to download legal copies of TV shows and films, while 36.5% of respondents are willing to pay to download music.

Only a small portion of respondents (11.6%) are willing to pay 2,000 tenge (approximately \$5) per month for legal content on the internet. The average monthly payment for this content by those few who are willing to pay is 2,946 tenge (\$7.7).

61 (41.2%) of the 148 respondents who received public services over the Internet in the last month used the Russian language when registering for and receiving services. Less than a third of the respondents used a combination of Russian and Kazakh (29.1%, or 43 out of 148). To receive public services on the Internet, the Kazakh language was used exclusively by 13 (8.8%) out of the 148 respondents.

Over 70% of respondents over the past month communicated on social networks (78.8%), read news on the internet (74.8%), and watched TV shows and movies on the internet (71.8%). A third paid for utilities and managed bank accounts via the internet. 8.3% of respondents reported updating their blogs online.

Almost half of the respondents (47.6%) used various internet search engines. A significant proportion of the respondents post photos and videos (40.8%) and download, listen to, and view audio and video.

Over the past month, 78.6% of respondents used instant messaging, chat, and internet calling services. The majority of respondents also used social networks for communication (68.8%). Over the past month, 28.1% of respondents used email.

Social networks

The vast majority of respondents most frequently go online via smartphones (81.5%). Fewer respondents use a computer (6%) or a tablet (1%) most frequently to access the internet and use social networks.

The most commonly used messenger is “WhatsApp:” a majority of respondents from Kazakhstan use it (88.2%). Social networks such as VKontakte (50%) and Instagram (63%) are popular among more than half of the participants.

Most respondents use social networks and instant messengers to communicate (72.8%) and read posts and information (71.3%). Almost half of the respondents watch video content (47.2%), while about a third comment on information and content (31.9%).

Most respondents are positive about receiving information through social networks and instant messengers. 4.9% of respondents have a negative attitude to social networks and instant messengers as a source of information.

Respondents who expressed a positive attitude often explained their position by citing the fact that one can easily and quickly find the information that one needs on social media (71%), as well as the convenience of communicating with friends and family on social networks. Almost a fifth of respondents are attracted by the brevity and easy digestibility of information (19%).

The remaining respondents attribute their negative attitude mainly to the abundance of “junk information” and advertising. The anonymity of the sources also causes mistrust among the respondents. Another important reason is that social networks and messengers contribute to a potential dependence on smartphones.

65.3% of respondents found it difficult to name a website which they consider to be an objective media outlet. 6.5% of respondents consider the Nur.kz website to be objective. 5.4% chose Instagram.

79% of respondents also found it difficult to name the site which they consider to be the least objective. 3.3% of respondents chose the Nur.kz website, and 3% cited YouTube.

Media and information literacy

During the survey, respondents evaluated changes in objectivity in conveying information. More than a third (38.4%) of respondents believe that “nothing has changed,” and about a quarter of respondents believe that coverage has become “more objective.” 22.6% of respondents, on the contrary, believe that events have begun to be covered “less objectively.”

To determine the level of skills of searching for, critical reflection on, and working with information, respondents were asked to choose from the cards below those that they are able to do:

Response options
Collect information from different sources to get a complete picture of the topic of interest to me
Formulate search queries to find the information you need on the Internet
Notice the differences between information and other messages, including opinions, judgments, criticism
Determine if information found on the Internet is correct and trustworthy
Make electronic copies of printed materials (newspaper articles, drawings, documents)
Reveal hidden information about additional payments for using a service
Recognize that a particular TV program is suitable for children and adolescents
None of the above

Of the operations proposed above, a significant percentage of respondents claimed they are able to formulate search queries to find the necessary information on the internet (41%)

and collect information from various sources to get a complete picture of the topic of interest (30.3%).

Critical assessment of the information collected is manifested in the responses of respondents to a lesser extent. Only 18% of respondents notice differences between information and other messages, including opinions, judgments, and criticism, and 17% can determine whether the information found on the Internet is correct and trustworthy. The fact that almost a fifth of the respondents in Kazakhstan (19%) replied that they can do none of the seven operations above confirms the low level of critical assessment of information.

Most of the respondents (70.1%) did not encounter an instance in which the same event was covered differently by different media sources. A quarter (24.5%) had encountered this phenomenon. The most common reaction to differing coverage of events is to compare information from different media sources and come to one's own conclusion (34.7%). 28.6% of respondents do not take any action when faced with varying presentations of information.

38.1% of respondents said that when watching television, listening to the radio, or reading newspapers and magazines, they had the feeling that they were being deceived or that information was being presented that that was obviously false, unverified, or trying to impose a certain point of view. 20.9% felt this way very often or constantly and 17.2% felt this way quite often.

44.1% of respondents will not spend time clarifying and verifying information that is important to them that crops up in the media. 34.9% of respondents will search for information on the internet to supplement and verify information in the media. 18.1% will turn to friends, relatives, and acquaintances.

The study shows a lack of experience among respondents of active participation in the media sphere. The overwhelming majority of respondents have never written letters to newspapers or magazines (86.8%) and have not called in to live radio or TV programs (86.6%).

During the sociological survey, respondents were offered seven pairs of opinion statements and were asked to choose one from each set. The following is a list of the predominant answers:

- 47.8% of respondents are certain that newspapers, radio stations, television channels, and internet portals in Kazakhstan are both private and state-owned.
- Most participants claim that the internet contributes to expanding opportunities for sharing professional and educational information (56.9%).
- More than half of the respondents agree that information received from the media can influence a person's thoughts and behavior (55.9%).
- 51.6% of respondents believe that when using electronic means of communication (websites, social networks, etc.), the personal data of users is always collected.
- 60.1% of respondents chose the answer "anonymity on the Internet is often misleading: every user can be identified."

- 56.4% of respondents believe that posting certain messages on the internet can negatively affect a person's career and personal life.
- 68.3% of respondents believe that it is unacceptable to give anyone information about their passwords and codes (whether in a bank, on the internet, etc.).

Respondents were offered 15 judgments regarding information retrieval, information sources, attitude to information quality, trust in the media, information assessment, etc.

From 50% to 70% of respondents noted that they can quickly find any information they are interested in, trust only certain sources of information, and believe that the media should be responsible for low-quality information.

From 30% to 50% can recognize what kind of information an advertisement contains, and they see contradictions in messages from different sources, but at the same time they're "used to believing what they write in newspapers, speak on television and radio."

From 20% to 30% say that they often turn to relatives or acquaintances to search for the necessary information, and there have been times when they lost time and money due to incorrect information in the media.

Most respondents are aware of the concepts of a "computer virus" (70.1%), "propaganda" (64.9%), "incriminating evidence" (61.1%), and "plagiarism" (60.7%). More than half of the respondents are aware of the concept of "network dependence" (55.6%). Less than half of the respondents (43.4%) know about the concept of "information war." 37.4% of respondents are aware of fake news.

To ensure the security of personal data, a significant proportion of the respondents "change personal passwords on a computer and in online services" (41.5%) or "delete the history of their actions on the internet" (40.7%). About a third of the respondents scan the computer for viruses (32.1%) and clean unnecessary files from the computer (31.9%). However, to a lesser extent (29.6%), respondents change the access settings for their information on social networks for different groups of users.

The majority of respondents (76.7%) replied that they were not worried about using the internet. 18.9% of respondents fear malicious sites. If an online threat or illegal content is detected, the survey participants turn to *(the following represent the highest indicators)*:

- The service provider is contacted most often, especially in the case of personal information being posted that could be used by attackers (40%) and in the case of malicious sites (35.4%).
- Respondents go to programmers most of all in instances where personal information is posted that could be used by cybercriminals (43.1%).
- Respondents solve problems on their own in situations where there are online sources with negative and illegal content (32.8%).

Integrated media literacy index

Based on the answers received, an integrated media literacy index was compiled, which included 5 groups of private indices. In total, the integral index (II) includes 57 indicators: 7

in each of the first three groups and 18 in the fourth and fifth. The maximum possible value of each of the individual indices corresponds to the number of unique indicators in the group:

	Media literacy components	ML private index averages	Maximum possible value
1	The ability to effectively search and find the necessary information (I1)	3,3	7
2	The ability to protect yourself from malicious and redundant content (I2)	2,8	7
3	The ability to verify and critically evaluate information using alternative sources of information (I3)	3,1	7
4	The ability to adequately perceive information and use it efficiently (competently) (I4)	7,6	18
5	The ability to effectively and correctly disseminate information, taking into account the requirements of the law (I5)	6,4	18

All respondents in Kazakhstan are divided into three groups in accordance with the level of fixed media literacy:

- 4) low level of media literacy (0–11 points);
- 5) average level of media literacy (12–23 points);
- 6) high level of media literacy (24–35 points).

Thus, the result of 14.6 is the integral index, which determines the overall level of media literacy of people in Kazakhstan as average:

	Kazakhstan	Maximum possible value
Grand point average (integrated media literacy index)	14,6	35

Distribution of respondents about three levels of media literacy ML (%)	Kazakhstan
low media literacy	30.7
average media literacy	63.6
high media literacy	5.7

Media literacy self-assessment

The private index self-assessment of skills in working with information was built on the basis of assessments of judgments characterizing the skills in working with information. Respondents were offered a table with a set of judgments that acted as empirical indicators of such skills.

№	Judgments	“Competent” answer option
1	I can quickly and easily find any information I need	Agree

2	I usually know where (from which source) I can find the information I need	Agree
3	I often compare information from different sources to verify it.	Agree
4	I can easily determine what information contains ads	Agree
5	There are those mass media (TV channels, newspapers, magazines, radio stations, etc.) that I trust, and those that I do not trust	Agree
6	I believe that it is better to have more different sources of information	Agree
7	To evaluate information from newspapers, magazines, TV, radio, etc., I try to find out whose interests this media represents, who is behind it	Agree
8	The media should be held accountable for low-quality information in the same way that a manufacturer is responsible for low-quality goods.	Agree
9	I used to believe what they write in the newspapers, talk on television and radio	Disagree
10	I often ask to find the information I need from relatives or acquaintances	Disagree
11	There were cases when I lost time or money due to incorrect information in the media	Disagree
12	I often get tired of a lot of information	Disagree

3% of respondents in Kazakhstan did not give a single “competent” answer on any of the above questions.

According to the results of calculating the media literacy self-assessment index, all respondents were divided into the following 3 groups in accordance with the distribution of the integral index values:

1. Low level of information skills (0-5 points).
2. Average level of information skills (6-8 points).
3. High level of information skills (9-12 points).

	Kazakhstan	Maximum possible value
Average points (MLS index)	6,56	12

Percentage of respondents with different levels of MLS %	Kazakhstan
low level	31.4
average level	47.3
high level	21.3



Main conclusions for Tajikistan

Media consumption

According to the assessment, the vast majority of respondents receive information about life in the country on a daily basis via various sources. The most popular media source is television, as was confirmed by 74.9% of respondents, while 45.1% of respondents receive information from other people, relatives, friends, acquaintances, or work colleagues.

34.9% of respondents use the internet to search for information, 22.3% get it from newspapers and magazines, and 12.6% from social networks.

According to survey data, the majority of respondents (90%) watch TV shows from various devices, including online platforms. Of these, 58.9% watch every day or almost every day, 17.5% once or several times a week, and 3.4% once or several times a month.

Only 9% of respondents do not watch television shows.

Among the respondents, 49.8% are radio listeners who listen to the radio at home (11.5% listen to the radio at home every day), and 67.5% listen to it outside the house, in the car, on public transport, etc. (10.2% constantly listen to radio stations in the car, on public transport, and in other places).

45.7% never listen to the radio at home, and 27.6% never listen in other places.

Most respondents have a TV (96.6%) and a mobile phone (91.5%). At the same time, slightly more than half of the participants have a satellite dish (64.2%) and a computer/laptop (52.6%) at home. About a third of respondents have the ability to use a radio (34.5%), a tablet (32.3%), or a smartphone (26.7%) at home. 20.3% and 19.5% of respondents have a separate camera and video player, respectively.

A small number of people surveyed have mobile devices for listening to audio recordings (17.7%), a library of books (12.9%), a separate device that provides internet access (11.6%), and a video camera (10.7%).

According to the results of the survey, it turned out that the population gives priority to the Tajik language when receiving information from its main sources: television, radio, newspapers, and magazines.

44.6% of respondents primarily watch TV in Tajik and Russian in equal measure.

30.2% of respondents listen to the radio mainly in Tajik.

28.6% of respondents read newspapers/magazines in Tajik only and 26.6% in the Tajik and Russian languages equally.

When using social networks (33.9%) and browsing websites (36.6%) on the internet, Tajikistani respondents use Tajik and Russian equally.

The survey also revealed the importance of media ownership for respondents in Tajikistan. Thus, nearly half of the respondents (47.8%) consider who is the owner of the media (whether a private entity or the state) to be an important factor. A third (31.6%) asserts that it does not matter. The remaining 20.6% found it difficult to answer.

More than half of the respondents trust television (55.1%). A small part (20.9%) expressed confidence in information sites on the internet. Other sources do not inspire great confidence, with indicators below 4%. For example, 3.8% of respondents trust information from acquaintances, 2.9% trust the print press, and 2.3% trust radio. Less than one percent of the participants surveyed trust forums, blogs and social networks (0.9%), and SMS newsletters (0.3%).

6.6% of respondents found it difficult to answer, 7.2% say that there are no sources that they trust.

Television

Most of the respondents (90%) watch TV shows from various devices, including online.

900 respondents who watch TV mostly watch shows on television (90.0%). The second most popular device for viewing television programs is the mobile phone (5.3%). This is followed by the computer (2.1%) and tablet (0.8%).

Most respondents watch live television (41%). A little less use satellite TV - 31.9%. Only 11.3% watch cable and online television (7.4%).

Most viewers watch Tajikistani news (68.6%). The second most popular are series and feature films (39.8%) and foreign news (37.8%). Musical programs ranked third in terms of popularity: 35.3% of respondents noted this as their preference.

The least popular are analytical programs and talk shows (5.4%), reality shows (5.1%), and religious programs (4.4%). 66.4% of respondents indicated that they watch television programs in order to be aware of current events in the country. About half of the respondents (46.8%) watch TV to relax, have a rest, and have a good time.

Within the scale of popularity of television channels, the Tajikistani channels, with indicators of 77.2%, attract the most attention. Nevertheless, a little more than half of the respondents confirmed that they watch foreign television channels (58.3%). 9% indicated that they did not watch television programs, 1% found it difficult to answer.

The most watched channels over the past week were TV Tochikiston (47.4%) and TV Safina (47.4%). Sinamo (28.4%), Chakhonnamo (26%) and Varzish TV (23.4%) could be considered to be no less popular and widely watched TV channels. In total, 17 channels were named by respondents.

58.3% of respondents said that they watch foreign channels. Based on the materials collected, over the past week, fans of foreign channels preferred NTV (17.5%), TNT (15.4%), Russia 1 (13.7%) and GEM TV (13, 6%).

The Tojikistan channel is considered an objective source of information for 28.4% of respondents. No less objective in their opinion is the Chakhonnamo channel (21.7%). For 10.7%, the Safina channel is considered to be just such a source. 25.7% of respondents found it difficult to answer this question. In total, 43 media were named.

The majority of respondents (72.9%) could not name the least objective television channels. Even so, TV Safina channel is considered the least objective broadcaster of events, with an indicator of 5.9%. The channels TV Tochikiston (4.4%), TV Bahoriston (3.9%), and Chakhonnamo (3.1%) were named with minimal indicators. All in all, 29 media were named.

Respondents' awareness about the transition to digital television, which is due to be completed in 2025, is as follows: 45.1% of respondents are aware of the introduction of digital television in the country to varying degrees (24.3% of respondents know of it, another 20.8% have heard something). 49.3% of respondents do not know about this. 5.6% of respondents found it difficult to answer.

Radio

Respondents most often listen to the radio by using a separate radio device (30.5%) and on the phone (21.6%). 16.4% of respondents listen to the radio in the car. TVs and computers turned out to be the least popular sources of radio broadcasting, with indicators of 2.6% and 0.3%, respectively.

The most popular radio stations are: Radio Imruz (26.8% of respondents noted this radio station) and Sadoi Dushanbe (21.6%). Also among the favorites: Radio Vatan - 14.4%, Ozodi - 11.8% and Radio Khovar - 11.0%. In total, 27 radio stations were named.

64.4% of respondents mainly listen to music on the radio. 48.3% prefer to listen to news programs, and 19.9% listen to entertainment radio programs (contests, sweepstakes, congratulations, and horoscopes). 24.6% of respondents found it difficult to answer what kind of information they prefer to listen to on the radio. For 7.4% of respondents, advertising on the radio is interesting.

The majority of respondents (70.5%) do not know which radio stations provide objective information. Among those named are: Radio Ozodi (8.1%), Imruz (5.9%), Vatan (4.9%), Sadoi Dushanbe (3.2%), Tochikiston (2.7%), Khovar (2.7%), Avis (2.6%), and ASIA-Plus (1.5%). A total of 20 radio stations were named.

89.7% could not name the least objective stations. The remaining indicators were below 2.2%. All in all, 13 radio stations were named.

Newspapers and magazines

In general, newspapers and magazines are read by 731 respondents, or 73.1% of respondents. For the readers among the respondents, the most preferred newspaper is Dzhumkhuriyat (28.3%) or Minbari Halk (23%). 17% read the ASIA-Plus newspaper. The newspapers Farazh and Advertising/Advertising Newspaper are prioritized by 13.2% and 10% of respondents, respectively.

Most readers are interested in Tajikistan news (66.1%). A third of respondents prefer entertainment in the form of crosswords and the like (35.6%), as well as international news (31.8%). Announcements, analytical articles, and sports news are of interest to 26.2%, 22.5% and 20% of respondents, respectively. About ten percent of respondents prefer recipes (9.9%).

74.3% of respondents do not know which newspapers provide objective information. 5.1% of the participants consider the Farazh newspaper to be objective, 4.6% identified ASIA-Plus, and 4.5% identified Chumkhuriyat. A total of 35 newspapers were named.

87.7% of respondents do not know which newspapers provide biased information. 2.7% of the participants chose the newspaper Farazh, and 2.3% and 1.6% indicated the newspapers Oila and Minbari Halk, respectively. A total of 24 newspapers were named.

Internet

61.8% of respondents in Tajikistan actively use the internet.

Most of the respondents have mobile internet (62.5%). 1.5% of respondents confirmed that they had only landline internet, and the remaining 2.8% have both landline and mobile internet.

A third of the respondents indicated that they lacked any internet at all (33.2%).

Approximately half of the respondents pay from 1 to 50 somoni for mobile internet (44.0%). 16.1% of respondents pay a fee of 51-75 somoni (5-7.5 USD), while 29.4% pay more than 76 somoni. 10.5% do not know how much they pay for mobile internet.

30 respondents pay for landline internet. Half of the respondents pay 76 somoni (7.6 USD) and above for landline internet.

67.4% of respondents believe that the price for mobile internet is excessive, while 30.9% state that it is not. 1.7% refrained from responding.

90.9% of the participants surveyed consider the price for landline internet to be too high, and 9.1% consider the price to be adequate.

81% of respondents believe that the price of the general pricing plan is too high, and 19% say that the price is quite acceptable.

80% of respondents are not willing to pay to use legal content.

Respondents who are prepared to pay for legal content mainly want to download music (59.4%) and films/TV shows (45.9%). About a third (34.1%) are not against paying to download books. 21.8% of respondents are interested in downloading games, while podcasts appeal to 10.6%.

A third of respondents are willing to pay up to 50 somoni (5 USD) for legal content per month, while half were undecided on their response. On average, the payment amount is 55.23 somoni (5.5 USD).

Only 27 out of 1,000 respondents received government services online. Of the surveyed internet users who received public services online in the past month, 10 out of 27 respondents used the Tajik language. Nevertheless, 9 of the respondents (out of 27) used partially Tajik and partially Russian. 5 respondents used only the Russian language.

The respondents' most popular actions on the internet over the past month turned out to be reading news (50.8%) and communicating via social networks (48.5%). About a third of respondents used the internet to watch movies and TV shows (33.6%), use search services like Yandex, Google, etc. (33.3%), and download and listen to audio or video (31.8%). A quarter of respondents posted their photos and videos (4.5%).

55% of respondents used instant messaging, chat, internet telephone services (WhatsApp ("WhatsApp"), Skype ("Skype"), etc.) and 49.7% used social networks (Instagram, Vkontakte, Facebook, Odnoklassniki, etc.).

Social networks

About two-thirds of participants, or 58.7%, use a mobile phone to access the internet and use social networks, while only 2.2% use a computer or laptop.

The most popular social networks and messengers among the survey participants are Viber (47.4%), Facebook (33.5%), Instagram (30.6%), and WhatsApp (29.5%).

Respondents who use social networks and instant messengers mainly use them for communication and reading posts (68.7%) and receiving information (55.2%). About a third of participants (29.4%) use them for dating, and a quarter (24.3%) watch video clips.

Half of the participants have a neutral attitude toward receiving information through social networks/messengers (52.3%), and 31.4% of respondents have a positive attitude toward this. The smallest number of participants related to this negatively (5.9%).

Most of the respondents who relate positively to receiving information through social networks/messengers have this position because their close circles (friends and family) use social networks (71.7%). The second reason is to quickly and easily obtain the information of interest to them (66.6%). 28.7% of respondents like the fact that informational messages are short and easy to understand, and 24.2% of the survey participants noted that information presented in the form of videos and pictures appealed to them.

A large amount of advertising (identified by 24 out of 59 respondents) is the main reason for negative attitudes toward receiving information through social networks/messengers.

79.1% do not know which sites could be called objective sources of information. Even so, 5.9% of respondents indicated "Facebook" and 3.4% and 3.6% indicated "Google" and "Instagram" as such, respectively.

The vast majority of respondents (93.7%) do not know which sites cover the information the least objectively. At the same time, 1.6% of participants consider this to be "Facebook," and 1.4%, "Odnoklassniki."

Media and information literacy

To determine the level of skills of searching for, critical analysis of, and working with information, respondents were asked to choose from the cards below the actions that they are able to carry out:

Response options
Collect information from different sources to get a complete impression of the topic of interest to me
Formulate search queries to find the necessary information on the internet
Determine if information found on the internet is correct and trustworthy
Make electronic copies of printed materials (newspaper articles, drawings, documents)
Notice the differences between information and other messages, including opinions, judgments, and criticism
Recognize indications that a particular TV program is suitable for children and adolescents
Reveal hidden information about additional payments for using a service
None of the above

27.7% of respondents believe that the Tajik media cover events more objectively now than 2-3 years ago. Almost the same number (28.4%) believe that objectivity has decreased. 22.4% indicated that nothing has changed on this matter, and 21.5% found it difficult to answer.

More than half of the respondents (53.6%) indicated that they are able to gather information from various sources in order to get a complete impression of the topic of interest to them.

At the same time, slightly more than a quarter of respondents can formulate search queries to find the information they need on the internet (27.1%) and only 20.3% determine whether the information found on the internet is correct and trustworthy.

Noting the differences between factual information and other messages, including opinions, judgments, and criticism (13.7%) and recognizing indications that a particular television program is suitable for children and adolescents (10.4%) turned out to be less well known actions for respondents.

The least familiar action was uncovering hidden information about additional payments for the use of services (4%). About a third (29.6%) of respondents indicated that they could not perform any of the proposed actions.

36.3% agree that there is a lot of information from various media, but they can easily orient themselves in this information stream and find the material they need. 29.7% of respondents encounter problems in processing and navigating a large amount of information. 16.1% of respondents do not see any problem with this matter.

Most respondents did not encounter cases of different interpretations of the same political event in different media sources (69%), and 17.8% were faced with this situation.

The study shows that the majority of participants (28.7%) trust only one source of information in a case where there is coverage of an event in a different form in different sources, or do not take any action (22.3%).

68.5% of participants noted that there is relatively rarely the sense that the information presented on TV and radio programs and in newspapers and magazines is false. At the same time, 45.3% of them say that this happens very rarely or does not occur at all.

When questions arise regarding the reliability or usefulness of specific information received through the media, the vast majority of respondents will try to find the information they need. At the same time, 38.1% of respondents use internet resources, while 25.2% of participants will turn to friends, relatives, or acquaintances.

The study shows respondents' lack of experience of active participation in the media sphere. 86.8% of respondents have never written letters to the editorial office of a newspaper or magazine, a television channel, or a radio station. Only 10.5% had experience with this.

During the sociological survey, respondents were offered seven pairs of opinion statements and were asked to choose one from each set. The following is a list of the predominant answers:

- 47.5% of respondents are certain that there are both private and state-owned newspapers, radio stations, television channels, and internet portals in Tajikistan.
- Most participants claim that the internet contributes to expanding opportunities for sharing professional and educational information (51.9%).
- More than half of the respondents agree that information received from the media can influence a person's thoughts and behavior (59.6%).
- 44.4% of respondents believe that when using electronic means of communication (websites, social networks, etc.), the personal data of users is always collected.
- 47.9% of respondents chose the answer "anonymity on the internet is often misleading: every user can be identified."
- 51.9% of respondents believe that posting certain messages on the internet can negatively affect a person's career and personal life.
- 53.7% of respondents believe that it is unacceptable to give anyone information about their passwords and codes (whether in a bank, on the internet, etc.)

50% to 70% of respondents agree with the following positions:

- I believe that the more different information sources there are, the better
- I can quickly and easily find any information I need
- I usually know where (from what source) I can find the information I need
- The media should take responsibility for low-quality information, just as a manufacturer is responsible for low-quality goods.
- The media should only report facts, and what these facts mean, everyone will decide for her/himself
- There are those mass media (TV channels, newspapers, magazines, radio stations, etc.) that I trust, and those that I do not trust
- Different media often repeat the same information, differing little from one another

30% to 50% of respondents agree with the following positions:

- Informational messages from different sources often contradict one another
- I often compare information from various sources to verify it
- I am accustomed to believing what is written in newspapers and said on television and the radio
- I often ask from relatives or friends to find the information I need
- I often experience exhaustion due to a large amount of information
- To evaluate information from newspapers, magazines, TV, radio, etc., I try to find out whose interests this media represents and who is behind it

From 20% to 30% of respondents agree with the following positions:

- I can easily determine which information contains advertising
- There were cases when I lost time or money due to incorrect information in the media

“Computer virus” is the most familiar concept among respondents. 80.6% noted this during the survey.

The remaining terms, “fake news,” “plagiarism,” “network addiction,” “information war,” “propaganda,” are little known to respondents.

To ensure security on the internet, a third of respondents (34.7%) delete the “history” of their actions on the internet, while 1/5 of the participants clean unnecessary files from their computer (21.6%) or change passwords on the computer or online services (20.1%). Respondents also scan the computer for viruses (18.4%) and create several user accounts on the computer (13.1%).

At the same time, the majority of respondents (75.1%) noted that they are not worried about using the internet and 24.9% of respondents (249 internet users) noted that when using the internet they worry about the safety and confidentiality of information.

Malicious sites and viruses worry almost a quarter of the survey participants (21.2%).

If an internet threat or illegal content is detected, the survey participants turn to (the highest indicators):

- The majority of respondents (more than 60%) find it difficult to answer where they would turn to in case of problems with internet security.
- If malicious sites (viruses) are detected, respondents will turn to programmers (8.5%).
- In the event of a collision with resources with negative and illegal content, they will contact the police (7.9%) and the competent authorities (4.8%).
- In the event of a collision with dishonest online stores, respondents will contact the police (9%) and the competent authorities (4.5%), managers of the outlet (4.5%), and the Radio and Television Committee under the Government of the Republic of Tajikistan (4.5%)

- In the case of posting personal information that can be used by cybercriminals, respondents will primarily contact the police (21.1%), the competent authorities (5.3%), the court (5.3%), and programmers (5.3 %)

Integrated media literacy index

Based on the methodology of measuring media literacy (ML), which was developed on the basis of a system of ML indicators implemented in the Russian Federation, the respondents' self-assessments of media skills were divided into 5 categories (groups). In total, the integral index includes 57 basic indicators: 7 in each of the first three groups and 18 in the fourth and fifth. The maximum possible value of each of the individual indices corresponds to the number of unique indicators in the group:

	Media literacy components	ML private index averages	Maximum possible value
1	The ability to effectively seek out and find the necessary information	3.0	7
2	The ability to protect yourself from malicious and redundant content	2.2	7
3	The ability to verify and critically evaluate information using alternative sources of information	3.2	7
4	The ability to adequately perceive information and use it efficiently (competently)	4.8	18
5	The ability to effectively and correctly disseminate information, taking into account the requirements of the law	4.4	18

All respondents in Tajikistan are divided into three groups in accordance with the level of recorded media literacy, as follows:

- 7) low level of media literacy (0–11 points);
- 8) moderate level of media literacy (12–23 points);
- 9) high level of media literacy (24–35 points).

Thus, the average value of the Tajikistan integrated index (11.9) can be characterized as low:

	Tajikistan	Maximum possible value
Average score (integrated media literacy index)	11.9	35

Distribution of respondents about three levels of media literacy ML (%)	Tajikistan
low media literacy	47.4
average media literacy	51.2
high media literacy	1.4

Media literacy self-assessment

The private index self-assessment of skills in working with information was built on the basis of assessments of judgments characterizing the skills in working with information.

Respondents were offered a table with a set of judgments that acted as empirical indicators of such skills.

No	Judgments	"Competent" answer option
1	I can quickly and easily find any information I need	Agree
2	I usually know where (from which source) I can find the information I need	Agree
3	I often compare information from different sources to verify it.	Agree
4	I can easily determine what information contains advertising	Agree
5	There are those mass media (TV channels, newspapers, magazines, radio stations, etc.) that I trust, and those that I do not trust	Agree
6	I believe that the more different sources of information there are, the better	Agree
7	To evaluate information from newspapers, magazines, TV, radio, etc., I try to find out whose interests this media represents, who is behind it	Agree
8	The media should be held accountable for low-quality information in the same way that a manufacturer is responsible for low-quality goods.	Agree
9	I am accustomed to believing what they write in the newspapers and say on television and the radio	Disagree
10	I often ask relatives or acquaintances to find the information I need	Disagree
11	There were cases when I lost time or money due to incorrect information in the media	Disagree
12	I often experience exhaustion due to a large amount of information	Disagree

6% of respondents in Tajikistan did not give a single "correct" answer to any of the above indicators.

According to the results of calculating the media literacy self-assessment index, all respondents were divided into the following 3 groups in accordance with the distribution of the integral index values:

1. Low level of information skills (0-5 points).
2. Moderate level of information skills (6-8 points).
3. High level of information skills (9-12 points).

	Tajikistan	Maximum possible value
Average points (MLS index)	5.98	12

Percentage of respondents with different levels of MLS %	Tajikistan
low level	37.5
moderate level	46
high level	16.5



Main conclusions for Uzbekistan

Media consumption

The vast majority of respondents from Uzbekistan have televisions (97.6%), and mobile phones (86.6%). About a third of respondents have smartphones (38.8%), computers and laptops (33.8%), satellite dishes (38.5%). Respondents have tablets (16%) and modems at home (15.5%) to a lesser extent. 34.1% of respondents own a personal or family library of printed books.

82.6% of Uzbeks use mobile phones and smartphones daily to make calls. 78.8% watch TV shows, including online. 22.6% listen to the radio and 14.3% read newspapers and magazines. Less than half of respondents (42.3%) go online every day. Gadgets (computer, tablet, laptop) are used by 20.6% of respondents every day.

The main sources of information about life in the country for respondents are TVs (77.1%). More than a third of respondents receive information online (25.5% through internet sites, 16% through social networks). 17.9% of respondents receive information through personal contacts with friends, relatives, acquaintances and colleagues. Newspapers and radio programs as a means of receiving news about life in the country were noted by 9.9% and 6% of respondents, respectively.

About a third of respondents (35.5%) use a computer, laptop, and tablet and 20.6% of respondents use them every day. Taking photos from any device is popular among 53.4% of participants, including 16.2% of those who take photos daily. Also, 34.7% of surveyed Uzbekistan residents shoot videos, including the 6.8% of respondents who do so daily.

Respondents give priority to the Uzbek language when receiving information from major sources. Most of the survey participants prefer to watch TV (59.6%), listen to the radio (34.5%), read newspapers and magazines (40.2%), browse the internet (30%), and use social networks (31.6%) in Uzbek.

The survey also revealed the importance of media ownership for respondents from Uzbekistan. For the vast majority of respondents, it is significant whether information is received from state or private media (76.9%). This is not significant for 17.5% of respondents.

To a greater extent, the Uzbekistani respondents trust information announced on television (63.9%). Information sites come next (13.2%). 2.9% trust newspapers and magazines, 1.1% trust radio, and 5.6% of respondents trust information from friends, relatives, and acquaintances. At the same time, 8.1% of respondents said that there are no sources of information that they could trust.

Television

The Uzbekistani respondents watch television programs mostly on televisions (90.8%). Only 5.3% of respondents use mobile phones for this purpose.

Respondents more often watch broadcast (63.1%), satellite (24.4%) and cable (18.4%) television. 2.5% of respondents watch internet television.

Practically the same number of respondents watch TV shows and feature films (63%) and Uzbek news (62.1%). However, more than a third of respondents are also interested in international news (35.1%). Less popular are educational programs, documentaries (15.6%), religious programs (12.4%), analytical programs, talk shows (10.3%) and educational programs (10.2%).

Most of the respondents watch TV in order to “relax, rest, and have a good time” (67.8%), as well as “navigate current events in our country” (48.6%). 17.3% watch TV to understand the current problems of the country and society.

Most of the respondents watch Uzbek TV channels (92.7%). Foreign channels are popular among a quarter of the total number of respondents (25.3%).

The most watched Uzbek television channels, according to the survey, are Milliy TV (44.7%) and Mening Yurtim (MY5) (44.2%). In third place is the television channel Zo’r TV (37.3%). Respondents named only 22 TV channels.

Most of the respondents who replied that they watch foreign channels prefer Russian TV channels. Most often, these respondents watch Russian channels such as Channel One (11.5%) and NTV (9.9%).

According to approximately a quarter of respondents, the most objective media is the TV channel Mening Yurtim (MY5) (24.9%). It was named more often than others. 23.8% of respondents consider the O'zbekiston 24 channel to be more objective. Respondents named only 34 TV channels.

Among the television channels which are considered less objective were Yoshlar TV (7.8%) and Zo’r TV (5.9%). More than half of the respondents found it difficult to answer (57.1%).

The vast majority of respondents are aware that, in 2018, Uzbekistan switched to digital television (83.3%).

Radio

27.8% of respondents listen to radio at home, and 41.3% of respondents do so in other places. Almost half of the listeners among the respondents use mobile phones to connect to the radio (47.4%). A quarter listen to the radio in the car (25.7%). 24.9% of respondents use radios.

According to the respondents' answers, the radio stations that are the most frequently listened to are Vodiy Sadosi (20.8%), Yoshlar Ovozi (9.9%), and O'zbekim Taronasi (6%). Only 16 radio stations were named by respondents.

The vast majority of radio audiences prefer to listen to music on the radio (78.7%), and more than half (55.4%) prefer news. More than a quarter of listeners prefer to listen to entertainment programs (26.5%).

Most of the respondents (81.8%) found it difficult to point out a radio station, which they consider to be the most objective. More often than others, respondents named Vodiy Sadosi (4.2%). Respondents named only 27 radio stations. The overwhelming majority of respondents (92.8%) found it difficult to name a radio station that reports on events the least objectively.

Newspapers and magazines

More than half of the respondents read newspapers and magazines (56.4%). Of these, 60% read print versions and 11.1% read electronic versions. The most popular newspaper among respondents is *Darakchi* (32.4%). Next are *Sogdiyana* (7.6%), *Narodnoe Slovo* (7.4%) and *Mahalla* (7%).

10.4% of respondents identified regional newspapers. A total of 29 newspapers were named.

In newspapers and magazines, the majority of respondents (71.8%) seek out Uzbek news. Newspapers and magazines serve as a source of international news for 27.7% of respondents. 27% of respondents read analytical materials. More than a third of participants prefer entertaining information. (34.2%).

Most of the respondents could not name the newspaper that they consider to be the most objective (74.5%). 12.5% of respondents consider *Darakchi* to be objective. Only 42 newspapers were named. 90.8% of respondents could not name the newspaper that, in their opinion, covers events with the least objectivity.

Internet

In total, 57.7% of the population of Uzbekistan have internet access. 41.1% of respondents use mobile internet, and 3.5% use fixed. 13.2% of respondents have both types of internet access.

Most respondents (71.6%) pay anywhere from 10 thousand to 50 thousand soms (1-5 USD) for mobile Internet. The vast majority of respondent (78.6%) pay 50 thousand soms (5 USD) and up for fixed internet.

For the general pricing plan, which includes both mobile and fixed internet and television, a significant portion of the respondents (79.7%) pay between 10 thousand and 50 thousand soms (1-5 USD).

In general, respondents do not believe that the price of the internet is too high (for mobile, 56.4%; landline, 54.6%; and general price, 67.2%).

66% of respondents are not willing to pay for legal content on the internet, and 19.5% of respondents agree to pay for access to such content. Among them, the majority (64%) are willing to pay between 10 and 50 thousand soms per month (1-5 USD).

From 1000 respondents surveyed, only 16 (1.6%) have experience with online submission of applications for public services.

As the results of the survey show, over the past month, respondents have mostly gone on the internet for interaction on social networks (40.7%) and reading news (40.6%). 17.3% of respondents used various internet search engines.

Over the past month, 46.6% of respondents used instant messaging, chat, and internet telephone services. 21.2% of respondents used social networks for communication. Over the past month, 6% of respondents used e-mail. 42.2% indicated that they did not use the internet at all.

Social networks

Survey participants actively use mobile phones (53.8%) to access the internet and use social networks. Fewer respondents use a computer (3.1%) and a tablet (0.5%) for this.

More than half of respondents use social networks and instant messengers (56.9%). The most popular of them is Telegram (51.8%). About a third of respondents use IMO (31.5%). Instagram is popular among 20.2% of respondents, and Facebook among 11.8% of respondents.

Most respondents use social networks and instant messengers to communicate (80.7%) and read posts and information (60.8%). Almost a third of respondents watch video content (31.5%). 20.1% comment on information and content.

Half of the respondents (49%) relate positively to receiving information through social networks and instant messengers. 5.9% of respondents have a negative attitude toward social networks and instant messengers as a source of information.

Respondents who expressed a positive attitude most often attributed their position to the fact that it is possible to find information of interest easily and quickly on social networks (72%), as well as the convenience of communicating with friends and family on social networks (41.8%). About a fifth of respondents are attracted by the brevity and comprehensibility of information (21.6%).

Respondents attribute their negative attitude mainly to the abundance of “information garbage” (39%), and the anonymity of the sources causes distrust among the respondents (15.3%).

78.4% of respondents found it difficult to name a website that they consider to be objective media. 9.5% of respondents consider the Kun.uz website to be objective. 5.2% chose daryo.uz. 92.2% of respondents also found it difficult to name a site that they consider to be the least objective.

Media and information literacy

During the survey, respondents evaluated changes in objectivity in the provision of information. If 46.5% believe that the media provided information "more objectively" 2-3 years ago, then 41.8% believe that, on the contrary, coverage was "less objective" before.

To determine the level of skills of searching for, critical reflection on, and working with information, respondents were asked to choose from the cards below those that they are able to do:

Response options
Collect information from different sources to get a complete picture of the topic of interest to me
Formulate search queries to find the information you need on the Internet
Recognize that a particular TV program is suitable for children and adolescents
Notice the differences between information and other messages, including opinions, assertions, and criticism
Determine if the information found on the internet is correct and trustworthy
Make electronic copies of printed materials (newspaper articles, drawings, and documents)
Reveal hidden information about additional fees for using a service
None of the above

To a large extent, respondents are able gather information from various sources to get a complete picture of a topic of interest (38.9%) and formulate search queries to find the necessary information on the internet (21.3%).

A critical assessment of the information collected is evident in the answers of respondents to a lesser extent. Only 15.6% of respondents notice differences between information and other messages, including opinions, assertions, and criticism, and 15% can determine whether the information found on the internet is correct and trustworthy. The fact that more than a third of respondents in Uzbekistan (35%) replied that they could not do any of the above seven functions also confirms the low level of critical assessment of information.

More than half of the respondents (58%) did not encounter an instance where the same event was covered differently in different media resources. More than a third (39.5%) have encountered this phenomenon. The most common reaction to varying coverage of events is to ask the opinion of friends, relatives, and acquaintances and draw their own conclusions (23.3%). 22.3% of respondents compare information in other sources and draw a conclusion. 29.1% of respondents do not take any action when faced with a varying presentation of information.

A little more than half of the respondents can easily orient themselves in a large flow of information (53.1%). At the same time, a quarter of respondents (25.9%) do not think that there are any problems with having a large volume of information. 11.4% of the respondents experienced difficulties with orientation in a large flow of information.

Most of the respondents surveyed said that they very rarely or never experienced a sense of deception or false information when watching television, listening to the radio, or reading newspapers and magazines (82.4%). 11.3% of respondents have had such a sense.

In an instance of receiving news from one media source that is important, but has incomplete or dubious content, 54.1% of respondents will take active steps to search for information. A rather large number of respondents will do nothing (41.4%). Moreover, respondents are to a larger extent inclined to seek help from the internet (28.1%), as well as friends, relatives, and acquaintances (20%).

The study shows respondents' lack of experience with active participation in the media sphere. The overwhelming majority of respondents had never written letters to newspapers' editorial staffs, television channels, and radio stations (90.5%), and did not call in to live radio and TV broadcasts (91.5%).

During the sociological survey, respondents were offered seven pairs of assertions, in each of which it was necessary to choose one. Below is a list of the primary responses:

- 68.4% of respondents believe that it is unacceptable to pass on information to anyone about their passwords, codes;
- 65% of respondents say that, above all else, the internet provides ample opportunities for the sharing of professional and educational information;
- 57.4% of respondents agree that the information received from the media can influence a person's thoughts and behavior;
- 54.5% of respondents believe that a person's posting of certain messages on the internet can negatively affect their career and personal life;
- 51.5% of respondents are sure that in Uzbekistan, the State has a monopoly in the media sphere;
- 44.4% of respondents chose the answer "Anonymity on the internet is often misleading: each user can be identified;"
- 42% of respondents believe that when using electronic means of communication, users' personal data is always collected.

Respondents were offered 15 assertions regarding information retrieval, information sources, attitude to information quality, trust in the media, information assessment, etc.

70-80% of respondents believe that they can easily and quickly find any information they need; that the media should report only the facts, and everyone decides for themselves what the facts mean; that the more different sources of information there are, the better; and that the media should be held accountable for low-quality information.

50-70% of respondents say that they often compare information from different sources in order to verify it; they are used to believing what is written in newspapers and said on television and radio; and they believe that different media often repeat the same information and differ very little from one another.

30-50% of respondents can easily determine what information contains advertising and state that they often ask relatives or acquaintances to find the information they need.

Respondents are more familiar with concepts such as “computer viruses” (64.7%), “propaganda” (48.5%), and “network addiction” (41.4%). At the same time, the majority of the population surveyed do not know about such concepts as “plagiarism” (81.3%), “compromising evidence” (72.2%), “information war” (65.8%), and “fake news” (64%).

More than half of the respondents reported that they do not have the skills to protect their personal data (53.9%). At the same time, every fifth participant deletes the history of their actions on the internet and changes personal passwords on the computer and online services (21.2%). 18.8% of respondents clean unnecessary files from their computer and 15.4% of respondents scan their computer for viruses.

About a quarter of participants are worried about malicious sites (viruses) when using the internet (25.7%). Nothing worries 14.6% of respondents. In instances of malicious sites, the majority of respondents do nothing (77%), and respondents turn to various structures least of all.

Integrated media literacy index

Based on the answers received, an integrated media literacy index was compiled, which included 5 groups of individual indices. In total, the integral index (II) includes 57 indicators: 7 in each of the first three groups and 18 each in the fourth and fifth. The maximum possible value of each of the individual indices corresponds to the number of unique indicators in the group:

	Media Literacy Components	Private MG average indices	Maximum possible value
1	The ability to effectively search for and find the necessary information (I1)	2.7	7
2	The ability to protect yourself from malicious and redundant content (I2)	1.9	7
3	The ability to verify and critically evaluate information using alternative sources of information (I3)	3.5	7
4	The ability to adequately perceive information and use it efficiently (competently) (I4)	4.6	18
5	The ability to effectively and correctly disseminate information, taking into account the requirements of the law (I5)	3,6	18

All respondents in Uzbekistan are divided into three groups in accordance with their level of media literacy:

- 1) low level of media literacy (0–11 points);
- 2) moderate level of media literacy (12–23 points);
- 3) high level of media literacy (24–35 points).

Thus, the result of the integral index, which determines the overall level of media literacy of people in Uzbekistan on average, is 11.3.

	Uzbekistan	Maximum possible value
GPA (Integrated Media Literacy Index)	11.3	35

Distribution of respondents about three levels of MG (in %)	Uzbekistan
with a low level of media literacy	55.3
with a moderate level of media literacy	42.2
with a high level of media literacy	2.5

The average media literacy index in Uzbekistan is low: 11.3 out of 35.

Media literacy self-assessment

The individual index of self-assessment of skills in working with information was constructed on the basis of evaluations of assertions characterizing these skills in working with information. Respondents were offered a table with a set of assertions that acted as empirical indicators of such skills.

No	Judgments	“Competent” answer
1	I can quickly and easily find any information I need.	Agree
2	I usually know where (from which source) I can find the information I need	Agree
3	I often compare information from different sources to verify it	Agree
4	I can easily determine which information contains advertising	Agree
5	There are those mass media (TV channels, newspapers, magazines, radio stations, etc.) that I trust, and those that I do not trust	Agree
6	I believe that the more different sources of information there are, the better	Agree
7	To evaluate information from newspapers, magazines, TV, radio, etc., I try to find out whose interests this media represents and who is behind it	Agree
8	The media should be held accountable for low-quality information in the same way that a manufacturer is responsible for low-quality goods.	Agree
9	I am accustomed to believe what they write in the newspapers and say on television and radio	Disagree
10	I often ask relatives or acquaintances to find the information I need	Disagree

11	There were instances when I lost time or money due to incorrect information in the media	Disagree
12	I often experience exhaustion from a large volume of information	Disagree

In Uzbekistan, 1.5% of respondents did not give a single correct answer on any of the above issues.

According to the results of calculating the media literacy self-assessment index, all respondents were divided into the following 3 groups in accordance with the distribution of the integral index values:

1. Low level of skills in working with information (0-5 points).
2. Moderate level of skills in working with information (6-8 points).
3. High level of skills in working with information (9-12 points).

	Uzbekistan	Maximum possible value
Average grade (SMG index)	7.04	12

Average scores of Uzbekistan indices in terms of skills development fall into the moderate group.

Share of respondents with different levels of SMG in %	Uzbekistan
Low level	23.8
Moderate level	48.4
high level	27.8